

## How the “Podcasting Princess” Found a Job Using Twitter

[Heidi Miller](#), the “Podcasting Princess” found a three-month freelance project using Twitter. She harnessed the power of her Twitter network (around 900 people) by tweeting updates about her job hunt. (“Applying for a social media position in Boston,” “Applying for a cool social media position in London,” etc.) Although many of her colleagues questioned the wisdom of being so open about her search (would she look desperate? foolish?), in the end, the ends justified the means.

Heidi explains, “One day, one of my Twitter buddies, Amy Gahran, sent me a DM that our Twitter buddy Susan Mernit was looking for people for a project. I’d met Susan at BlogHer the year before, so I sent her a Tweet asking about the project. A resume and phone interviews followed, and I got the position.”

Heidi says,

*“What I discovered is that Twitter is just another way of communicating with your network. When you are seeking a position, you tell your associates, colleagues and friends so that they can keep their ears open for you. That’s exactly what I did on Twitter—by updating on my job search, I ended up with a contract position that since has opened doors to several offers for permanent positions for me once I finish up here.”*

It’s interesting to note here how Heidi’s story really combines both in-person and social networking. She used online tools to keep in touch with people she may have met at conferences or via other means, which ultimately led to her finding a job.